

ABSTRACT

A method for generating a recommendation for video content to a viewer where the viewer has a user profile corresponding to a viewing history of the viewer. The method including: accessing at least one other user profile corresponding to a viewing history of another user (202); combining a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile (208); and determining a recommendation for video content based on the combined user profile (210).

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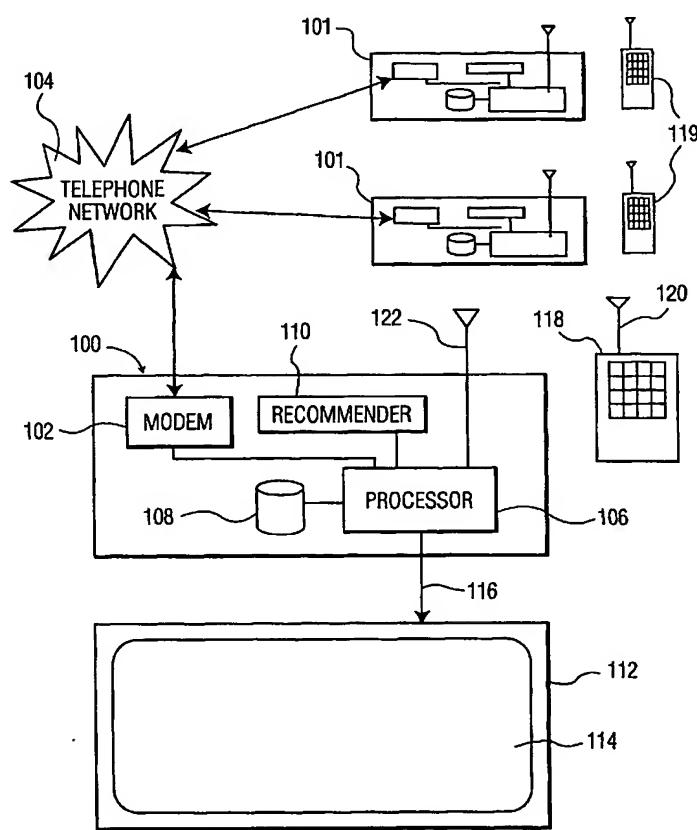
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(57) **Abstract:** A method for generating a recommendation for video content to a viewer where the viewer has a user profile corresponding to a viewing history of the viewer. The method including: accessing at least one other user profile corresponding to a viewing history of another user (202); combining a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile (208); and determining a recommendation for video content based on the combined user profile (210).

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